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**Complete if Known**

Application Number	09/497,773
Filing Date	02/03/2000
First Named Inventor	Pierce, et al.
Art Unit	3627
Examiner Name	Michael A. Cuff

Attorney Docket Number 1007-0001

part of paper #9

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
MC	AA	LEWIS, KENT "A Banner Year For Advertising", Online Magazine, October 03, 2000, 2 pages, [Online] Retrieved from the Internet 5/30/2003, at URL < <a href="http://www.anvil-media.com/archives/100300/banner.htm">http://www.anvil-media.com/archives/100300/banner.htm</a> >	
MC	BB	JACKSON, JERRY W. "Web marketing stirs up sales for restaurant-gear vendor", Orlando Sentinel Newspaper, January 31, 2002, 2 pages, Orlando Sentinel, Orlando, Florida, U.S.A.	
MC	CC	ROBERTS, STAN "Pots, Pans 'N Profits", Small Business Opportunities Magazine, January 2003, 3 pages, 15th Anniversary Issue, Harris Publications, Inc., New York, U.S.A.	
MC	DD	KELSON, ALLEN "Smart Dealer Tricks", Food Service Equipment and Supplies Magazine, September 2000, 4 pages [Online] Retrieved from the Internet 11/12/2002, at URL < <a href="http://www.restaurantequipment.net/press/fesarticle0900.html">http://www.restaurantequipment.net/press/fesarticle0900.html</a> >	
MC	EE	WARD, STACY "Competing with Goliath", Foodservice Equipment Distributors Association Journal, May/June 2000, 6 pages, Foodservice Equipment Distributors Association, Chicago, U.S.A.	
MC	FF	WADDLE, LISA "Focusing on niche brought online success", Online Magazine, January/February 2001, 2 pages [Online] Retrieved from the Internet 11/12/2002 at URL < <a href="http://www.restaurantequipment.net/press/mybusinessmagzine-jan2001.html">http://www.restaurantequipment.net/press/mybusinessmagzine-jan2001.html</a> >, Hammock Publishing	
	GG		
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Examiner Signature	<i>Michael Cuff</i>	Date Considered	12/29/03
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